

21.11.2017

## **Protec Make Massive Robe Investment**

Dubai, U.A.E. based Protec, one of the Middle East's leading rental and technical production specialists, has made a substantial investment in Robe moving lights with the purchase of almost 150 fixtures – 96 x Pointes and 48 x Spikies ... which have been delivered via Robe's subsidiary in the region, Robe Middle East Trading LLC.

"We've noticed Robe becoming increasingly popular on touring riders" commented Protec's head of lighting, Aaron Russ, "and this underlined the decision to purchase. With the event season kicking-off, the time was perfect!"

Robe Middle East's Elie Battah stated, "Obviously we are delighted with Protec making this major commitment to our brand, and we hope it will be the start of a very positive and proactive working relationship".

In addition to the frequency of Robe fixtures appearing on riders, a trend happening in several key territories – Aaron appreciates several other qualities with both the types of luminaire.

The Pointe is a "great beam light" he says. It is properly multi-functional and therefore ideal for many applications, from the decorum of corporate events to the vibrancy of dance parties, and the compact size and tidy 15 Kgs weight further enhance the versatility.

The power and precision of the Spikies' LED lightsource caught his attention, together with the tiny dimensions and incredible 8 Kgs of weight enabling them to be squeezed in just about anywhere! He likes the smooth colour mixing engine and low energy consumption, pulling just 100 Watts maximum. "It operates highly effectively, only drawing power when it's actually needed rather than constantly like a discharge source, and the flower effect is a good bonus!"

As with all Robe fixtures both Spikies and Pointes ticked the 'reliability' box.

"A fixture on the test bench is one not out making money, and from all my research, Robe seemed to have a great reputation for being robustly built".

This is essential for working in the desert environment where dust can be a problem on outdoor shows as well as sudden and unexpected rain!

Talking generally on Robe, Aaron says, "They have really upped their game in the last five years ... they are innovating and developing fixtures that are really impressive, and I am very proud that we now have Robe on-board".

He concluded saying that he has high expectations for Robe in the coming years.

The new kit is already booked out on a series of Protec projects – so watch this space for follow up details!

Protec was founded in 1999 by Stephen Lakin and is one of the busiest and most respected full technical production suppliers in the Middle East with large rental stocks, a reputation for investing in

innovative technologies and a penchant for flair and imagination.

